

CLAIMS

What is claimed is:

1. A method comprising:
receiving a first acoustic transmission from a phone;
5 receiving a secondary acoustic transmission over a secondary path;
matching the first acoustic transmission to the second acoustic transmission.
2. A method as claimed in claim 1, and further comprising:
decoding an acoustic mark contained within the second acoustic transmission; and
10 associating the acoustic mark with the first acoustic transmission.
3. A method as claimed in claim 2, wherein multiple secondary acoustic
transmissions are received and processed to identify a best match between the first
acoustic transmission and one of the secondary acoustic transmissions.
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4. A method as claimed in claim 3, wherein the number of secondary
acoustic transmissions processed to identify the best match is reduced by using
information related to a user of the phone.
- 20 5. A method as claimed in claim 4, wherein the information comprises
information about the location of the user or a call-in number used by the user.

6. A method as claimed in claim 2, wherein the association between the acoustic mark and first acoustic transmission is extended to include links to information relating to a user of the phone.

5 7. A method as claimed in claim 6, wherein the information is selected from a group comprising the user's telephone number, a stored user profile, user phone inputs, other marks and the source of the acoustic transmission.

8. A method as claimed in claim 2, wherein the association between the
10 acoustic mark and the first acoustic transmission triggers another transaction.

9. A method as claimed in claim 8, wherein the transaction is sending a voice response to the user.

15 10. A method as claimed in claim 8, wherein the transaction is sending an email to the user.

11. A method as claimed in claim 1, wherein the first and second acoustic transmissions comprise a radio broadcast.

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12. A method as claimed in claim 1, wherein the first and second acoustic transmissions comprise a television broadcast.

13. A method as claimed in claim 1, wherein the secondary path is selected from a group comprising an over-the air radio broadcast, a television terrestrial broadcast, cable, satellite, Internet, T1 and frame relay.

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14. A method comprising:
receiving an audible acoustic transmission over a first path;
receiving the same acoustic transmission over a second path and associating an acoustic mark encoded in the transmission received over the second path with the
10 acoustic transmission received over the first path.

15. A method comprising:
receiving an audible acoustic transmission by retransmission from a user's telephone;
15 comparing the retransmitted audible acoustic transmission with audible acoustic transmissions received over a second path;
matching the retransmitted audible acoustic transmissions with one of the audible acoustic transmissions received over the second path;
initiating a transaction based on the match.

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16. A method as claimed in claim 15, and further comprising:

associating an inaudible acoustic mark contained within the matched transmission
from the second source with the retransmitted audible acoustic transmission.

17. A method comprising:

5 identifying a retransmitted acoustic transmission by comparing it with acoustic
transmissions received from a secondary source.